



AMBER Alert

NATIONAL STRATEGY

“Seventy-four percent of children who are kidnaped and later found murdered are killed within the first 3 hours after being taken. As AMBER Alert Coordinator, I am working closely with local law enforcement and broadcasters to speed the safe recovery of every abducted child.”

—Deborah J. Daniels,
*Assistant Attorney General and
National AMBER Alert Coordinator*



**America's Missing:
Broadcast Emergency Response**

AMBER Alert's National Focus

“When a child’s liberty and innocence are taken, it is a terrible, terrible loss. And those responsible have committed a terrible crime. Our society has a solemn duty to shield children from exploitation and danger.”

—President George W. Bush

President Bush hosted the first-ever White House Conference on Missing, Exploited, and Runaway Children on October 2, 2002.

Immediately after the White House conference, as requested by President Bush, Attorney General John Ashcroft appointed Deborah J. Daniels, Assistant Attorney General for the Office of Justice Programs, to serve as the National AMBER Alert Coordinator. The Coordinator is responsible for assisting state and local officials with developing and enhancing AMBER plans, and promoting statewide and regional coordination among plans.

President Bush signed the PROTECT Act into law on April 30, 2003. This landmark legislation comprehensively strengthens law enforcement’s ability to prevent, investigate, prosecute, and punish

violent crimes committed against children. Building on the Bush administration’s commitment to support AMBER Alert programs, the PROTECT Act establishes the National AMBER Coordinator and tasks the Coordinator to:

- Facilitate AMBER network development.
- Support development of state AMBER plans and efforts.
- Help eliminate geographic gaps in AMBER networks.
- Provide regional AMBER network coordination.
- Establish guidance on criteria for issuing an AMBER Alert.

“Few things grip law enforcement with more urgency than finding a missing child. Rapid response is vital in abduction cases, and taking the acclaimed AMBER Alert System nationwide will save lives and thwart would-be predators.”

—Attorney General John Ashcroft

Strategy for AMBER Coordination

National Coordinator Deborah J. Daniels, in collaboration with a national advisory group, developed a strategy for supporting states and communities to strengthen the AMBER Alert System nationwide and increase the likelihood that abducted children will be recovered swiftly and safely.

ASSESS **current AMBER activity**

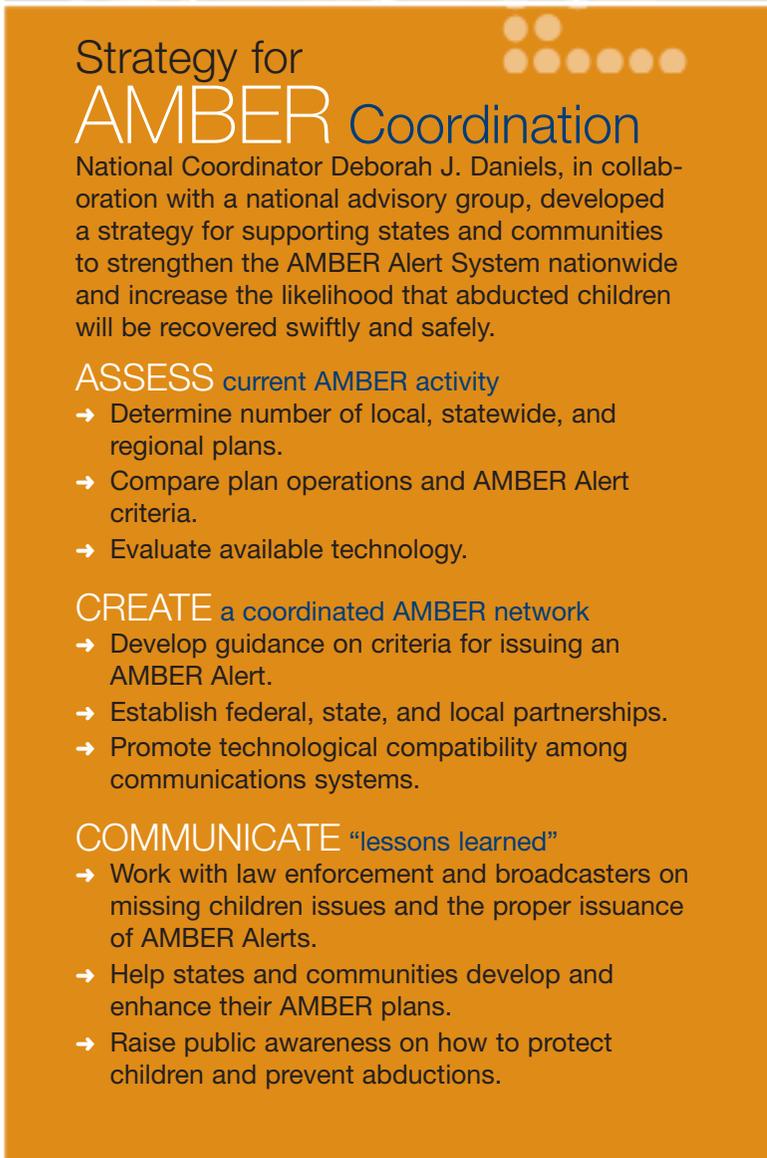
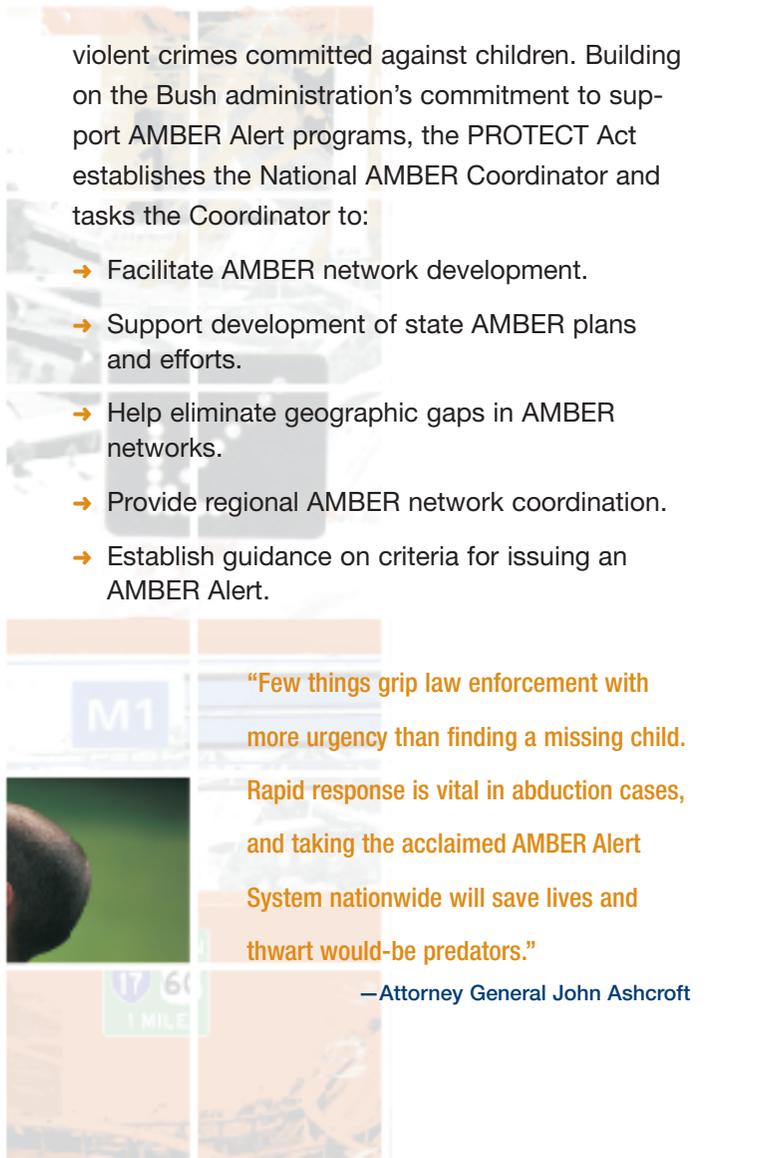
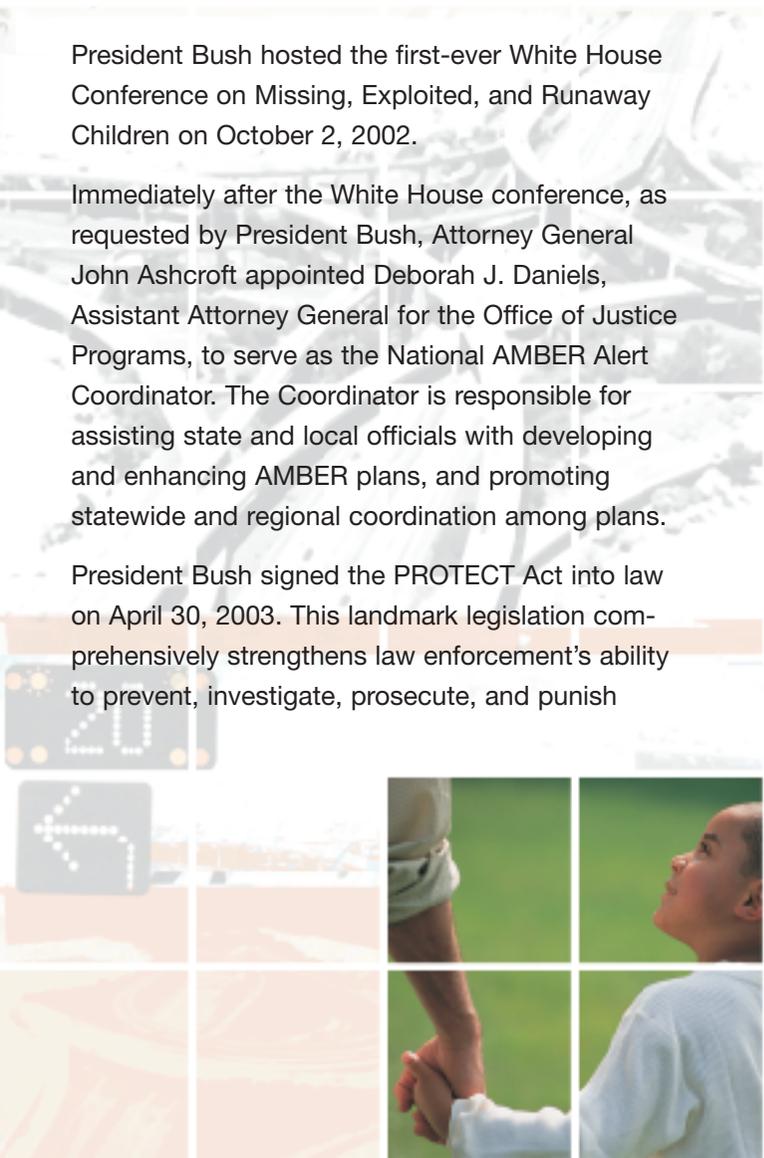
- Determine number of local, statewide, and regional plans.
- Compare plan operations and AMBER Alert criteria.
- Evaluate available technology.

CREATE **a coordinated AMBER network**

- Develop guidance on criteria for issuing an AMBER Alert.
- Establish federal, state, and local partnerships.
- Promote technological compatibility among communications systems.

COMMUNICATE **“lessons learned”**

- Work with law enforcement and broadcasters on missing children issues and the proper issuance of AMBER Alerts.
- Help states and communities develop and enhance their AMBER plans.
- Raise public awareness on how to protect children and prevent abductions.



AMBER History



The AMBER Alert System began in 1996 when Dallas-Fort Worth broadcasters teamed with local police to develop an early warning system to help find abducted children. AMBER stands for America's Missing: Broadcast Emergency Response and was created as a legacy to 9-year-old Amber Hagerman, who was kidnaped while riding her bicycle in Arlington, Texas, and then brutally murdered. Other states and communities soon set up their own AMBER plans as the idea was adopted across the nation.

The new AMBER Alert Web site can be accessed from the Office of Justice Programs homepage at www.ojp.usdoj.gov and features:

- Messages from the National AMBER Alert Coordinator.
- Information and publications about keeping children safe and preventing abductions.
- A list of state AMBER Alert coordinators and who to contact in your area for assistance.
- Ideas for making your AMBER program work effectively.
- Training opportunities.

National Advisory Group Members

- U.S. Department of Justice
- U.S. Department of Transportation
- National Center for Missing and Exploited Children
- Broadcasters
- Law enforcement officers

